

# New Order

**Agency:** Buying Time  
**Office:** Washington  
**Client:** 1567 - Dan Helmer for Virginia (VA HD 40)  
**Product:** 1578 - political  
**Piggyback Product:**  
**Estimate:** 11099 - Helmer Broadcast 10.19-10.25

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Received in ePort:** 10/15/2021 2:44:27 PM

**Flight Start:** 10/19/2021  
**Flight End:** 10/25/2021  
**Hiatus:**

**Primary Demo:**  
**Demo 2:**  
**Demo 3:**  
**GRP:** 0.00  
**CPP:** \$0.00  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** Separation: 30

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Mark Afshar - Manager  
**Phone:**  
**OrderID:** 11053648  
**Status:** Forwarded

**Airtime Dollars:** \$26,375.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$26,375.00  
**Total Spots:** 38

**MarketShare:**

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/19	Total				
							Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 5A-6A GOOD MORNING WASHINGTON 5A	EM	\$150.00	C	30	4	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WSH 5.00A Mo-Fr 5:00a-6:00a IN LPNov/2020LS ON WJLA.											
2	TuWThFM 6A-7A GOOD MORNING WASHINGTON 6A	EM	\$525.00	C	30	4	4				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WASH 600A Mo-Fr 6:00a-7:00a IN LPNov/2020LS ON WJLA.											
3	TuWThFM 8A-9A GOOD MORNING AMERICA 8A	EM	\$1,600.00	C	30	2	2				
4Q21 (sell)											
4	TuWThFM 9A-10A LIVE W/ KELLY & RYAN	DT	\$400.00	C	30	3	3				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF LVE-KELLY&RYAN Mo-Fr 9:00a-10:00a IN LPNov/2020LS ON WJLA.											
5	TuWThFM 10A-11A GOOD MORNING WASHINGTON	DT	\$250.00	C	30	4	4				

## New Order (Page 2)

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<b>Flight Start:</b>	10/19/2021	<b>Flight End:</b>	10/25/2021	<b>Received in ePort:</b>	10/15/2021 2:44:27 PM

Line No	Daypart (Program)	DPT		Rate	C/T	Len	10/19	Total				
		Code						Spots	Rtg	CPP	Imp	CPM
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF RACHAEL RAY Mo-Fr 10:00a-11:00a IN LPNov/2020LS ON WJLA.												
6	TuWThFM 12P-1P ABC 7 NEWS @ NOON	DT		\$800.00	C	30	4		4			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 12 Mo-Fr 12:00p-1:00p IN LPNov/2020LS ON WJLA.												
7	TuWThFM 2P-3P GENERAL HOSPITAL	DT		\$525.00	C	30	3		3			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GENRL HOSPITAL Mo-Fr 2:00p-3:00p IN LPNov/2020LS ON WJLA.												
8	Su 6P-7P 6P WEEKEND NEWS	EN		\$525.00	C	30	1		1			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC NWS-SUN Sun 6:00p-6:30p IN LPNov/2020LS ON WJLA.												
9	TuWThFM 7P-7:30P WHEEL OF FORTUNE	PA		\$1,800.00	C	30	4		4			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WHEEL-FORTNE Mo-Fr 7:00p-7:30p IN LPNov/2020LS ON WJLA.												
10	TuWThFM 11P-11:30P ABC 7 NEWS @ 11P	LN		\$650.00	C	30	3		3			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 11 Mo-Fr 11:00p-11:30p IN LPNov/2020LS ON WJLA.												
11	Sa 11P-12A ABC7 NEWS @ 11P SAT/NEWS WEEKL	LN		\$250.00	C	30	1		1			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7NEWS11PSA Sat 11:00p-12:00a IN LPNov/2020LS ON WJLA.												
12	Sa 7A-8A GMA-SATURDAY	WK		\$400.00	C	30	1		1			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SAT-ABC Sat 7:00a-8:00a IN LPNov/2020LS ON WJLA.												
13	Sa 8A-9A GMW SAT 8-9A	WK		\$325.00	C	30	1		1			
4Q21 (sell)												
14	Sa 9A-10A GMA SAT 9-10A	WK		\$400.00	C	30	1		1			

## New Order (Page 3)

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/19	Total Spots				
								Rtg	CPP	Imp	CPM
4Q21 (sell)											
15	Su 8A-9A GMA-SUN	WK	\$450.00	C	30	1	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN LPNov/2020LS ON WJLA.											
16	Sa 7:30P-11P SATURDAY NIGHT FOOTBALL	S	\$2,000.00	C	30	1	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7NEWS11PSA Sat 8:00p-11:30p IN LPPNov/2020LS ON WJLA.											
Total Spots:						38					
Cash\$ - Spots: \$26,375.00 - 38              Trade\$ - Spots: \$0.00 - 0              Total Cost: \$26,375.00              Total GRP - CPP: 0.0 - \$0.00              Total GIMP(000) - CPM: 0 - \$0.00											